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## **ADEQ Director Owens Announces Partnership for Recycling with Arizona State University at Sun Devil Football Games**

PHOENIX (Aug. 29, 2008) -- Arizona Department of Environmental Quality (ADEQ) Director Steve Owens today announced that ADEQ is teaming up with Arizona State University to implement and promote recycling at all ASU home football games at Sun Devil Stadium this season.

Sun Devil Stadium will have 80 recycling bins for materials discarded by football fans, starting with Saturday night's home opener when ASU plays host to Northern Arizona University.

In addition, signs promoting recycling will be placed on concession stands throughout the stadium. Public service announcements promoting recycling will be aired on the stadium's video board and announced to the stadium crowd and pre- and post-game radio spots will run on the Sun Devil radio network.

The partnership with ASU is part of ADEQ's effort to promote recycling at sports facilities in Arizona. ADEQ also has a recycling program within sports venues at the University of Arizona and has partnered with the Arizona Cardinals to promote recycling at University of Phoenix Stadium in Glendale.

"This recycling program has been a huge success at other sports venues where we have implemented it," Director Owens said. "A lot of items being thrown away at sporting events can be recycled. This program is not only a great way to increase recycling at Sun Devil Stadium, it reminds people who attend the events of the benefits of recycling, and helps them make recycling a part of everyday life."